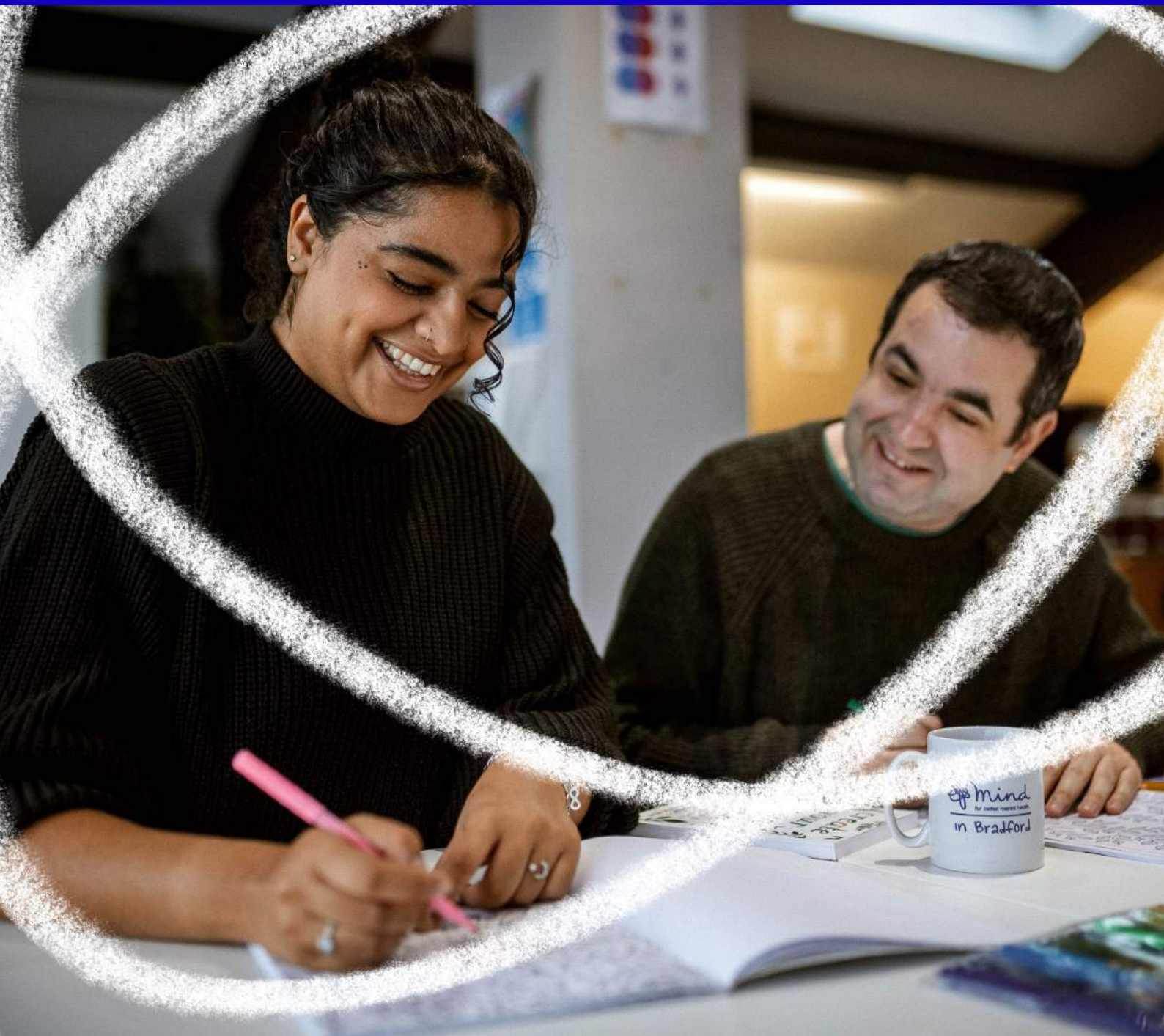


Strategy 2024-28

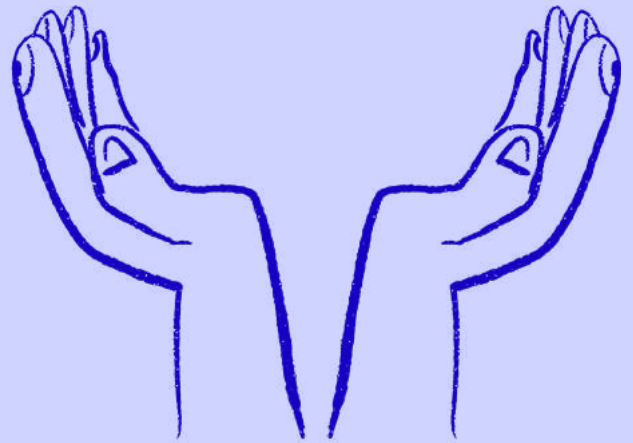
Our Vision: No one in Bradford District and Craven has to face a mental health issue alone.



A Hand of Hope

by Noor Fatima Rahim

It was all dark
I was all alone
My life was a colourless film
Caught in an endless loop
Running all the way to the end
And back to the start
Again and again and again
Time never seems to pass by
I was lost
I was scared
As the darkness embraced me
I screamed for help
Your hand reached out to me
And my hand reached out to you
An explosion of colour fills my world
You pulled me out of the dark and into the light
You set my problems free flying away into the sunset



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Who we are

Bradford District and Craven Mind is your local mental health charity, with a rich history spanning more than 30 years of delivering person-focused mental health support. Our services prioritise listening to and understanding the needs of people, and they are delivered in partnership across Bradford District and Craven.





1

We offer support to everyone in our communities, helping people of all ages at each step of their mental health journey from early intervention through to crisis support and recovery.

2

Our services are tailored to our local population and can be accessed over the phone, online and face-to-face. Support is free to individuals and available every day of the year to anyone who needs help with their mental health and wellbeing.

3

We are an independent registered charity that is affiliated with national Mind but we rely on our own resources to provide local services.

Context

Known for its independence, progressive social reform and cultural heritage, the Bradford District and Craven of today is a big, bold and diverse region full of differences. It is the fifth-largest metropolitan district in England spanning rural and urban areas which can be both affluent and amongst the **10%** most deprived wards in England within a few miles of each other.

The city of Bradford itself is one of the **20%** most deprived districts in England, where **30,000** children now live in low-income families. It is also a city where **26%** of the population is aged under 18 compared to **21%** nationally, making Bradford the youngest city in the UK.

At the other end of the spectrum is an ageing population where the number of residents aged 65+ has grown by almost 14% in the last 10 years.

Here, startling health inequalities exist where life expectancy is nine years lower for men and eight years lower for women in the district's most deprived areas.

Concerns over poverty, housing, education and employment, fuelled by a post-pandemic cost of living crisis, are colliding to have a negative effect on the mental health of our communities.

Research tells us that people from our ethnically and culturally diverse communities are more likely to be diagnosed with mental health problems and are also more likely to experience a poor outcome from treatment.

They are less likely to have the involvement of GPs leading up to a first episode of psychosis than white patients, are far more likely to experience police involvement in their first contact with mental health services, and they are eight times more likely than White British people to be given a community treatment order after being treated in hospital under the Mental Health Act.

Additionally, we know that across the district:



120,000 people are thought to be income deprived (the fourth largest figure in England).



1 in 3 people are classed as economically inactive.



40% of housing in the private sector has been classed as not decent and we have a growing problem with homelessness.



68% of people have experienced discrimination and hate.



6,949 people are on the severe mental health register.



15,000+ people are using anti-psychotic medication.





Over 45,000 people have been diagnosed with depression.



500 people attend A&E per day and 60% of those have not been in touch with any health service.



People with a mental health illness can die 20 years earlier than the general population.



People with a severe mental illness are more likely to die from avoidable medical cause of death.



Mental health, learning disability and neuro-diversity needs account for the main reason for school absence.



In the formation of this strategic plan, we have taken **a great deal of time to speak to many people** who care deeply about what happens both at Bradford District and Craven Mind and across this District in general. They all have different views, opinions, ideas and ideals when it comes to what their local mental health charity could and should be doing.

Demand for mental health support is greater than ever and it continues to increase. That's testament to the societal changes we have seen in recent years and the continued reducing of stigma around mental health in our communities.

During our discussions, some people have told us what we have done well and for that our hard-working teams are grateful. Others have also told us they are frustrated with time spent on waiting lists, finding themselves outside certain postcodes where service funding has been made available, or simply struggling to access support at a time or place which suits their particular needs.

In developing our new strategy, we have listened to people using mental health services, carers, our staff and volunteers and others working within the mental health system. We have also listened to those not currently actively engaged with what we do, to find out why that is the case.

The challenge is clear: to ensure that all people can access help to manage their mental wellbeing, **when, where and how they need it.**

In addition to the challenge of meeting overall demand, research shows that specific groups of people are not getting the help they need. Services need to be tailored to meet the needs of our diverse population, so that **no one in Bradford District and Craven has to face a mental health issue alone.**

Our Mission

To make the best possible difference to the mental health and wellbeing of the greatest number of people.



Our Values and Core Principles

We have a growing workforce of currently 180 people (paid and voluntary) who each bring their own passions, skills and experiences to help people across Bradford District and Craven.

We are committed to a set of organisational **Values** which guide our behaviours and **Core Principles** which inform and shape our decisions on a day-to-day basis enabling us to deliver our mission statement.





Supporting everyone

Understand, celebrate uniqueness and respect all.
Reach out, engage and help people feel safe.



Working together

Working together for a shared purpose.
Work together to make the biggest positive difference.



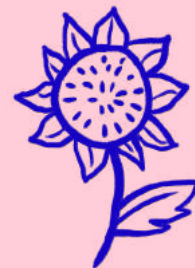
Caring always

Being kind and compassionate.
Listen to and value people.



Enabling all

Making things possible.
Give hope and resources to make positive change.



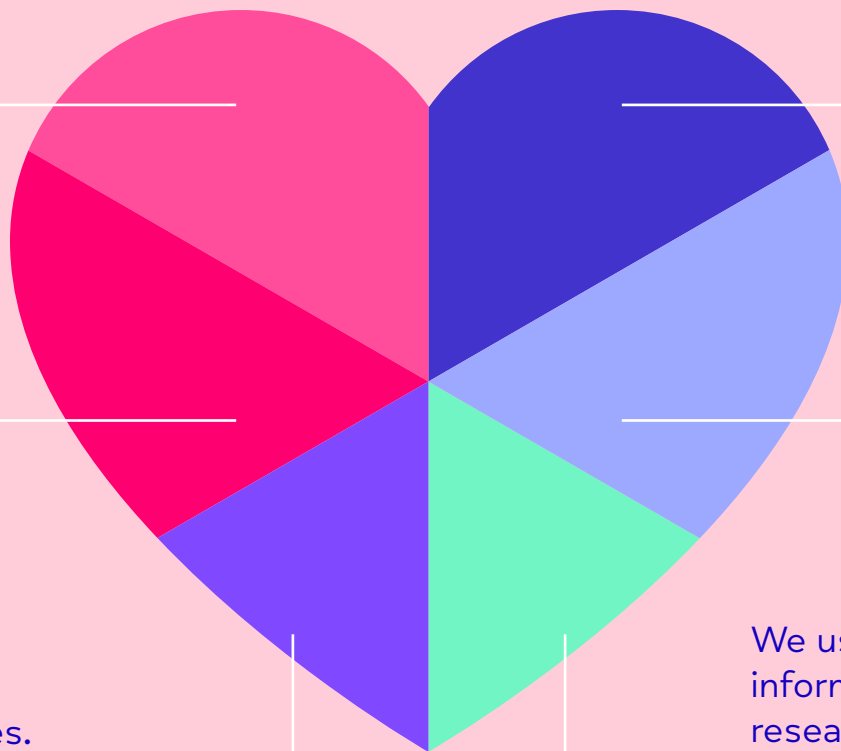
Improving continually

Making the biggest positive difference.
Listen and be creative to make the biggest positive difference.

Core Principles

We put people at the heart of every decision we make.

We apply robust processes and use technology to minimise red tape.



We work with partners who share our values.

We use data, information and research to inform our decisions.

We develop inclusive and culturally appropriate services in partnership with people from our communities.

We nurture a diverse workforce that reflects our people and our place.

Our Objectives

In 2023-24 we supported almost 17,000 people with their mental health in Bradford District and Craven, which is home to 660,000 people. We are proud of the progress we've made by designing services with people and delivering them with valued partners. However, we know there is still much to do.

During 2024-2028 we will focus on the following four key objectives to help drive our reach and impact:

1

Building capacity within our services for children and young people and increasing access to support available for them.

2

Strengthening our support to adults and older people with a Severe Mental Illness and those with complex needs.



3

Reducing inequalities and increasing access to support for people from our ethnically and culturally diverse communities.

4

Developing and supporting an inclusive and diverse workforce to grow our impact and reach.

Our Strategies

To deliver our Objectives we will use the following five Strategies which set out our plans to improve, enhance and extend mental health support in Bradford District and Craven between 2024 and 2028.

1

Promoting a positive understanding of mental health.

2

Providing early intervention advice and support.

3

Providing specialist support to help people manage their mental wellbeing.

4

Being there for people in crisis.

5

Enhancing our robust and respected organisation.

1. Promoting a positive understanding of mental health

2028 ambition

There is better understanding of mental wellbeing and support options. Barriers to accessing help, including stigma, have been reduced.

What we will do

Our ambition is to be more vocal and more direct in our championing of mental health within our communities and challenging stigma where it remains. We will use our solid local platform and our unique position as part of the Mind network to talk openly and passionately about the challenges people from all backgrounds face, help highlight the specific ways stigma manifests in and for certain communities, and shine a spotlight on people's success stories which provide hope and encouragement to others.

We will use digital and non-digital channels, talking to the general public directly or via partners to provide information, resources, stories and campaigns to improve understanding of mental wellbeing and mental illness/complex needs and to raise awareness of self-care and how to get help.

We will be a proactive voice, influencing campaigns and activities locally, regionally and nationally. We will help to amplify the voices of communities that are currently not heard.

What will be different

- There will be better understanding of mental wellbeing across all of our communities.
- There will be improved knowledge and understanding of what support is available and how to access it.
- Existing barriers to accessing help, including stigma, will have been reduced.
- We will have developed a strong voice with and for our ethnically and culturally diverse communities.

2. Providing early intervention advice and support

2028 ambition

It is easier for people to get advice, guidance and practical help with their mental wellbeing when, where and how they need it.

What we will do

We will provide early help and advice for people at home, online and in the community through one-to-one support, groups, courses and activities.

We will extend our early intervention support in partnership with local providers and communities.

What will be different

- It will be easier for all people to get advice, guidance and practical help with their mental wellbeing.
- Use of our services will be consistent with the demographic make-up of the Bradford District and Craven population.
- We will have enhanced our support specifically for children and young people, for older people and on specific issues such as eating disorders.
- Support will be available within 14 days of first contact with us or our delivery partners.



3. Providing specialist support to help people manage their mental wellbeing

2028 ambition

People are able to access specialist community mental health support when and where they need it, to help manage their mental wellbeing and achieve their goals.

What we will do

We will provide specialist one-to-one and group support tailored to meet the specific needs of children and young people, adults and older people with complex and acute mental health needs.

Our specialist support offer will work closely with secondary and acute mental health services to provide integrated specialist support, aid recovery and keep people well in the community.

What will be different

- Use of our services will be consistent with the demographic makeup of the Bradford District and Craven population.
- Support will be available within 14 days of first contact with us or our delivery partners.
- More people with a diagnosis of Severe Mental Illness will be accessing physical health checks and supporting services to improve their physical health.

4. Being there for people in crisis

2028 ambition

People know where to turn when they are in crisis and how to access the specialist help they need, when and where they need it.

What we will do

We will provide specialist one-to-one support tailored to meet the specific needs of children and young people, adults and older people when they are facing a mental health crisis.

We will work with system partners to improve integrated crisis support and ensure that people across all sections of society know how to access support when they need it.

What will be different

- Culturally appropriate support will be available on the day.
- Use of our services will be consistent with the demographic makeup of the Bradford District and Craven population.
- Our crisis support will be better-known and accessed more often by specific groups, such as those struggling with perinatal mental health, those who have been in contact with the justice system, or who might be struggling with substance use.

5. Enhancing our robust and respected organisation

2028 ambition

We are a robust and well-respected organisation which continues to thrive and strengthen its impact locally, regionally and nationally. We are central to the success of the local mental health system.

What we will do

We will build on our existing work to attract, develop and retain a diverse workforce by further developing our inclusive, supportive environment, enhancing access to learning and development opportunities and wellbeing support. This workforce will build upon our existing foundations to be more reflective of the communities we serve and promote pathways into mental health as a career choice.

We will ensure we have the infrastructure to support our strategy, including the required funding, governance, technology and policies to support success. We will demonstrate quality and impact through our service governance and our approach to learning and evaluation.

Externally we will work with our system partners to influence positive changes in how people are supported with their mental health.

What will be different

- We will enhance our reputation for being a robust and results-focused organisation which continues to grow and thrive.
- We will have an increasingly satisfied workforce which is both shaped by lived experience and fully representative of our district and comparable to available demographic data.
- We will publish clear and powerful evaluation data showing both the quantitative and qualitative impact of our services and interventions; and be able to explain the journey travelled by people in a way that provides hope and encouragement to others.

Measuring Success

This strategy will be supported by an annual Operational Plan which contains the detailed tactics and metrics we will use within each 12-month period to show our progress towards our goals.

As an organisation with people engagement at the heart of what we do, ultimately it will be those who access our support who will provide the best measure of success, in terms of how they are feeling about us and the quality and availability of the help they have received.

Photo by Karol Wyszynski



By **promoting better lives, respecting rights and improving support**, by 2028 we want our communities to be saying the following and more about ourselves and the system that we support:



My voice is heard and included.

When I need help, I can access this quickly and easily and services approach me with kindness, compassion and understanding.

I have access to information, support and care that meets my needs and cultural choices.

I am not defined by my mental health diagnosis and the level of distress.

I am in control and actively involved in my care and support.

I am supported through the stages of life where things can be difficult.



General enquiries

01274 730 815

admin@mindinbradford.org.uk

Mind in Bradford
Kenburgh House
28 Manor Row
Bradford
BD1 4QU

Get Social

Follow us @mindinbradford on:



Need to talk?

Guide-Line is our phone and live chat service providing confidential emotional support from 8am - 12am every day. If you need urgent help Guide-Line can refer you to same-day support from Safe Spaces.

To speak to us call **08001 884 884**

To chat visit

www.mindinbradford.org.uk/chat

Awards and accreditations



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 **Mind**
Bradford District
and Craven